

Prestigious award win helps shine spotlight on little-known health condition affecting over 1 million Australians

Brisbane manufacturer Bernadette Eriksen's 20 year pursuit to enhance the quality of life of people living with dysphagia (a swallowing disorder) was honoured on Friday when she won the Greater Brisbane Woman in Business of the Year Award 2017.

Eriksen founded her business, Flavour Creations which researches and develops innovative texture-modified food and drink product solutions from her kitchen bench in 1997. Today, the thriving multi-million dollar company employs over 100 staff and recently upscaled its warehousing facility to cope with demand.

Commenting on the win, Eriksen hoped the award would help raise awareness about an often overlooked condition that can have a significant impact on someone's life.

"This award win provides the platform to catapult dysphagia into the public arena", Eriksen said. "Incorrectly dysphagia is mostly referred to as an older person's condition however; its impact on the broader community is far reaching".

"Babies born prematurely, children, teenagers and adults living with a disease or injury can all suffer from dysphagia. It is in dire need of a public profile. Just as people with hearing aids were once marginalised, my customers are now. Education and awareness is key and this prestigious award gives me the opportunity to shine the spotlight on the condition".

Karen Phillips, Executive Director and Founder of the Women in Business Awards of Australia praised Eriksen's business success in the male-dominated world of manufacturing.

"Bernadette exhibits extraordinary leadership, fierce determination and enormous ambition to lead and revolutionise this industry sector", Phillips said.

"Bernadette's win will further encourage other women to embrace the challenge and commercialise their dream with a view to scale up their enterprise to become an industry leader", she said.

Honouring the Brisbane region's inspiring innovators and visionaries, the award was first unveiled in 2016 and celebrates entrepreneurs who have achieved accomplishments of significance over their career.

ENDS

About Flavour Creations

Flavour Creations is dedicated to enhancing the quality of human life through its constant pursuit of ground-breaking dysphagia and nutritional product innovations. For 20 years, the company's range of great-tasting pre-thickened drinks, high quality thickening powders and advanced nutrition offerings have delivered better patient outcomes and restored dignity and independence back to its customers.

In its pursuit to deliver the industry's best products and further its history of innovation, Flavour Creations created the Dysphagia Cup. A revolution in the international ready-to-drink thickened beverage market, the Dysphagia Cup is focused on patient safety and accessibility; empowering individuals who currently experience difficulty holding their own cup to feed themselves independently.

Flavour Creations supplies to hospitals, residential aged care facilities and directly to consumers living in the community - both in Australia and internationally.

For more visit www.flavourcreations.com.au

Innovative Solutions for Dysphagia & Nutritional Management

Dysphagia Fact Sheet¹

- Dysphagia is the medical term for difficulty or discomfort in swallowing
- More than 1 million Australians have difficulty swallowing
- One in 17 people will develop some form of dysphagia in their lifetime
- A swallowing disorder may affect:
 - 15-30% of people aged 65+ living in the community
 - 50% of older adults in nursing homes
 - 84% of people with Parkinson's disease
 - 100% of people with Alzheimer's, at some point in their disease progression
 - 20% of adults with mental health disorders
 - 45% of patients with head and neck cancer, post chemoradiotherapy
 - 40% of stroke survivors have an ongoing need for support for swallowing
 - 25% of patients with Multiple Sclerosis have swallowing difficulties – increasing to as many as 65% of those with severe Multiple Sclerosis

Media enquiries

Flavour Creations
Flavour Creations

Liam Murphy
Annie Buick

lmurphy@flavourcreations.com.au
abuick@flavourcreations.com.au

07 3373 3011
07 3373 3009

¹https://www.speechpathologyaustralia.org.au/SPAweb/Document_Management/Public/Swallowing_Awareness_Day.aspx?hkey=d40795b9-eba6-413b-939a-c3eb9a69084c#si